

Values and Culture

Norms: rules and expectations by which a society guides the behavior of its members, based on values

- taught, directly or indirectly
- have different degrees of importance to a culture
 - Norms vary from one situation to another:
 - Talking to God out loud on a bus vs. in church
 - Speaking out in class during a test vs. during a discussion

Folkways <----- Mores -----> Taboos
less important ←-----→ utmost importance



Folkways

norms that are not strictly enforced - routine ways of doing things - mild social reaction
ex. - Walking on the wrong side of the road.



Mores – (more-rays) – norms that are strictly enforced because they are thought essential to core values.

Rape, murder, theft.

*One group's folkways could be another group's mores.

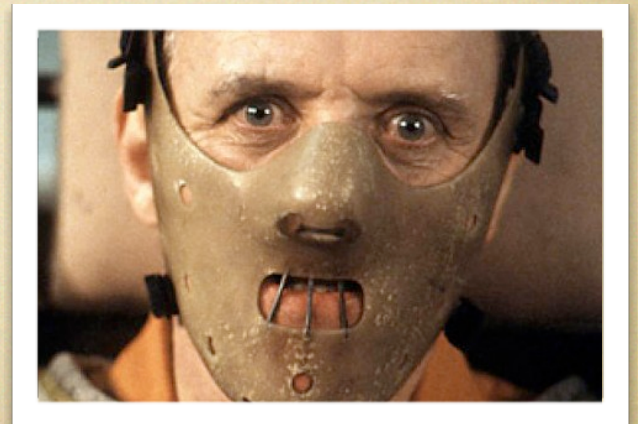
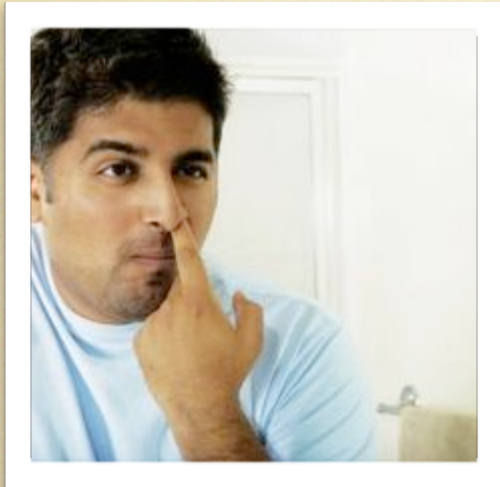
(a man topless vs. a woman topless in public)



Taboo

a norm so strong that it being revulsion if violated - morally repulsive - may bring social banishment and harsh punishment
ex.- Cannibalism or Incest

Folkways<-----Mores----->Taboos



Norms

- reinforced through sanctions (expressions of approval or disapproval given to people)
- for upholding or violating norms, depending on severity
 - positive sanction (smile, prize, respect)
 - negative sanctions (frown, yelling, jailing)
- Norms vary and change through time according to:
 - situation, culture / group, time of year
-“Moral Holidays”

